

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. VIII.

NEW YORK, JUNE 28, 1893.

No. 26.

It Certainly Should.

Within a radius of 25 miles of the city hall of San Francisco there are 400,000 people. Such a circle (50 miles in diameter) thrown around New York City, with its city hall as a centre, would embrace a population of four millions.

The **San Francisco Examiner** has an average daily circulation (including Sunday) of 66,666. This is equivalent to one copy to every six persons living within the circle. The same proportion (one to six) would give to the leading New York daily newspaper for each daily edition a circulation of 666,666. Has any New York daily one-third that number? How many approach one-tenth the figure?

The comparison is no disparagement to the New York newspapers, which lead the world in all that makes a great journal; but it serves to show the wide distribution and exceptional popularity of **The San Francisco Examiner**. It speaks also for the thrift and intelligence, and larger proportion of readers of newspapers among Californians.

Perhaps also it means a good deal more; may be **The Examiner** is the one live and leading newspaper on the Pacific Slope, and a journal in touch with the breezy enterprise and prosperity of Californians everywhere. One thing is sure: it is read by the pushing and buying classes. **It gets there.**

To put it pat: If you propose to advertise in but one paper in the Pacific States, should not **The Examiner** be that one?

E. KATZ, Eastern Agent,
186 & 187 WORLD BUILDING, NEW YORK.



The above map shows how thoroughly the New England, Middle and Atlantic Coast States are covered by the 1400 papers of the Atlantic Coast Lists.

These Lists are arranged in nine divisions, so that an advertiser desiring to reach any considerable section of territory can easily do so. Our catalogues, giving full information regarding the lists, names of papers, location, etc., are sent free upon application.

If the entire 1400 papers are used, fully one-sixth of the reading population of the United States outside of large cities can be reached each week.

If electrotypes are inserted and one is required for the entire combination. Half a cent a line per paper is the price for transient advertising. As low as a quarter of a cent a line can be obtained if 1000 lines are engaged. Orders are received direct or through any reputable advertising agency.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

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THE GREATEST NEWSPAPER ADVERTISER IN THE WORLD.

By John Irving Romer.

Who is the largest advertiser in the world is a point in dispute, but the right of the Royal Baking Powder Co. to the title of largest newspaper advertiser is not questioned even by the indefatigable Mr. Barratt of Pears' Soap. Royal Baking Powder is advertised in 14,000 American papers, and the annual expenditure in printers' ink now reaches \$600,000. The company's faith is in the newspapers, and the cold shoulder is turned to what the manager describes as "gimcrack advertising." Outside of newspaper and magazine advertising scarcely anything is charged to the advertising account except the signs on the structures of the elevated railroads in New York and Brooklyn. The reason for making this exception is that people visit these cities from all over the world, and the railroads in the air are objects of special examination.

Enormously valuable as is the trademark and business of the Royal Baking Powder Co., the concern is almost altogether the property of one man, Mr. Joseph C. Hoagland. He is the originator of the article and the founder of the business. Starting in life without

money, he has been the architect of his own success, until, as his private fortune accumulated, he has been able to buy out the other stockholders who were at different times engaged with him. He has continuously, since the inception of the business, been its active director and manager, and the phenomenal success of the company—its trade now extending to every part of the habitable globe, and its sales actually exceeding the combined sales

of all other similar productions—is one of the most notable illustrations of what American pluck and genius can accomplish. Mr. Hoagland still keeps his hand upon the throttle, and the evidences of his clear-cut business methods, of his powerful directing hand, are apparent in every department of the Royal's great business. He has surrounded himself with capable assistants, who carry on the business along lines that he has laid down



A BUSY CORNER.

Private office of the Advertising Manager of the Royal Baking Powder Co.

or approved. Like many other concerns that have become prominent in the advertising world, the Royal Baking Powder Co. started from a small drug store. Back in the sixties, Joseph C. Hoagland was a druggist at Fort Wayne, Indiana. At that time there were no regular baking powders on the market. Various homemade contrivances and a few proprietary articles which housewives to-day would consider very poor sub-

stitutes for the present perfected powder, were in use. Mr. Hoagland, experimenting in his little drug-store, conceived the idea of making a baking powder to take the place of these inadequate articles. He is therefore said to be the pioneer and real originator of the baking powder idea, although, I believe, the honor has been claimed in other quarters.

After having produced a baking powder to his satisfaction, his first step was to interest his friends and fellow-town-people in it. To accomplish this he at first distributed samples. As soon as it became apparent that the article itself had merit and was liked by those who used it, he advertised it in the local papers. Thus a demand was built up in the neighborhood. But it was not long before the Fort Wayne druggist was sighing for other worlds to conquer, and a move was made to New York, where the advertising policy was begun which now embraces the whole civilized world.

There do not seem to have been great discouragements at the commencement of this business. Beginning with a small capital, it was necessary to consider carefully each expenditure and if mistakes were made they did not prove ruinous. The first advertising mediums employed were daily papers. The returns were immediate and satisfactory, and the advertising expenditure has been gradually increasing from year to year. There seem to have been no doubts about the necessity of advertising, and at no time has the outlay been cut off for the purpose of seeing whether the business would not run along as well without it. The policy has been to increase the annual expenditure steadily and in proportion with the increased profits of the business.

Of course, at the beginning it was not possible for the young concern to have a full-fledged advertising department. Mr. Hoagland himself prepared the matter and made the contracts. To-day the advertising department furnishes employment to thirty-five people, and is a business in itself. At its head is Mr. H. A. La Fetra, who is known as the advertising manager, and who has held the position for twelve years. Every movement in the advertising of Royal Baking Powder is done under his direction. His assistants, Mr. Call and Mr. La Dow, relieve him of much detail work and receive many of the solicitors.

To find the home of the baking powder magnate, you must follow down Wall street, the battle-ground of bulls and bears, until you come to Front street. There, at 106 and 108, within a few yards of the East River, is the building of the largest newspaper advertiser in the world. It is a plain but airy and comfortable building, and is occupied entirely by the Royal Baking Powder Co. and its sister enterprise—the N. Y. Tartar Co. The latter concern imports from France, Spain and Italy, the crude argols which are refined into the cream of tartar of commerce. Cream of tartar is the principal constituent of the Royal Baking Powder, but the same firm also sells to other houses, and is said to refine more than one-half of all the cream of tartar used in this country.

The advertising department occupies the third floor, which is expressly adapted to its use. Upon entering, one finds himself in a large square room (shown in the photograph), around the sides of which run a mezzanine gallery, on which are kept the newspaper files. The system of filing is identical with that in use at the Rowell Agency, each paper being folded in oblong form and put in boxes according to States. On the main floor are the checking clerks, book-keepers, correspondence clerks, etc., while separated from these by a partition in private offices are the men whom the solicitors want to reach.

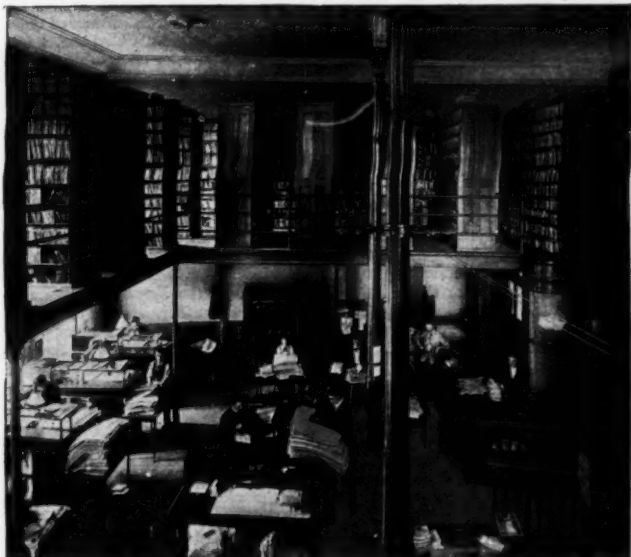
I recently spent a most interesting two hours with Mr. La Fetra, in the course of which he spoke freely of his advertising experiences. "Advertising is a problem," said he. "No one knows it all, and I constantly realize how little I can gauge its workings." (On this point his testimony is the same as that of other successful but modest advertisers.) "I do study it faithfully, however, and try to make every point count in our favor. Of course, we must believe in advertising or we wouldn't continue to invest such enormous sums of money in it. Advertising, *good* advertising, is getting the facts before the public so that the public will read and believe them. Millions of dollars are undoubtedly being squandered every year by advertisers who think they are advertising, but who, in reality, are not."

Great attention is given to the preparation of the advertisement. "The copy is half the battle," says the advertising manager. It will be

remembered that only a few years ago the Royal Baking Powder Co. depended principally upon one display advertisement—a four-inch single-column announcement, consisting of a picture of the can, with the name in gothic type arched above and below. At the bottom were a few lines of smaller type. This was an exceedingly simple form of advertisement, but it answered the purpose admirably, and a standing four-inch advertisement, though of different design, is still used to a large extent. The Royal Baking Powder Co. has, however, come around to the

tioned the Sapolio advertisements, many of which are ingenious and artistically lettered, but which present a complicated appearance. They are far from being in line with his ideas of good advertising. He thinks that an announcement should be extremely plain and simple, so that the public will not have to puzzle over it.

Another point is that the advertisement must serve its purpose, whether it is merely glanced at or whether it is read through carefully. To this end the name of the powder is usually displayed prominently. The main lines



Main office of the Advertising Department of the Royal Baking Powder Co., showing the system of filing newspapers.

modern policy of changing the copy, and while I knew that there was a variety of styles in use, I was surprised to find the different patterns so numerous. Two large scrap-books are required to hold all the different proofs.

It is Mr. La Fetra's view that the best advertising is a plain statement of fact. He has no use for the advertising expert, but prepares all the matter for the Royal ads, and directs their display himself. He admits having used fancy advertisements a little, but expresses himself as not satisfied with their appearance in the papers. I men-

tioned the story clearly, whether the balance is read or not.

The typography receives a degree of care which would surprise many advertisers. The copy, after having been thoroughly revised, is sent to the De Vinne Press. The general plan of display is outlined, and if a border is to be used, the particular one desired is indicated. The first proof is often disappointing. The manager's quick eye discerns how it can be improved, and he goes at it pencil in hand, sometimes remodeling it entirely, while in

other cases a slight change will work a surprising improvement. The location of a cut may be changed, the size of a display line increased, or a few words cut out of the body matter to give a finished effect. One case I noticed, where a decided change for the better was accomplished by substituting for this border :



this one:



The former has its uses, but in this particular case it killed the interior display. Sometimes there are advertisements which no amount of remodeling will improve. They are so baffling that they are finally discarded, although some less careful advertisers I know would permit them to go out in the imperfect form rather than be put to the trouble of getting up a new ad.

* * *

The Royal Baking Powder Co. indulges largely in what is termed "special" advertising. The general condition of trade in a certain locality, or the efforts of a competitor there, indicate that as a field for special activity. Large advertisements are prepared, and all the leading papers are used. Such is the system of the office that, within twenty-four hours of the issuing of the order from the inner sanctum of the manager, the advertisement can be placed in the hands of every publisher in any particular State or locality. Of course, if extra electrotypes need to be made there may be more delay.

The advantage of such celerity is sometimes very great. An example occurred at the trial in an interior town in New York State of a grocer for selling a baking powder which he falsely represented to be Royal. Mr. La Fetra was in attendance, and upon the rendering of a favorable verdict recognized the advertising value of the situation. Proceeding to the nearest newspaper office, he wrote out an account of the case, and next morning every daily in the State had the story as a reading article. As a pro-rata clause is included in all contracts, there need be no quibbling at such times over prices. The trouble with most advertising is that it is commonplace, says the Royal's advertising manager. Magazine advertising, much of it, he thinks, has degenerated of late, and

the flippant, irrelevant style does not meet with his approval.

Most readers of PRINTERS' INK will recall having seen a story going the rounds of the press of the evening prayer of a little girl who, in the course of her petition, asked God to make her pure—absolutely pure, like Royal Baking Powder. Over 150 persons have sent this story to the company as original, and as having occurred within their personal knowledge. At least a dozen of them were clergymen in various parts of the country, each of whom stated that he actually knew the case to be true, it having occurred under his immediate observation. Many of these contributors have intimated that a five dollar bill would be acceptable recompense for conveying this precious bit of information.

Although it has been suggested to the advertising manager that the story would make a good advertisement, he has refrained from using it, as it seemed too sacred an incident for such violation. Mr. La Fetra mentions it, however, as a most pleasing illustration of the power of continuous, judicious advertising.

Of course, the Royal Co. uses electrotypes altogether. The work of furnishing these is divided among four electrotypers, but a supply of the patterns most used is constantly kept on hand. The electrotype room is an interesting department, and is lined with pigeon-holes, each being reserved for a particular pattern. The various ads are known by numbers, which are stamped on the body metal. Naturally the electrotypes for such a large business cost a great deal, but they bear no ratio to the improved appearance of the announcement in the newspapers.

Stress is placed upon the difference in localities, and the different audiences addressed by different mediums. An advertisement appropriate for use in the *Youth's Companion* would not be sent to the *New York World*. Something that would be first-class in Boston would be altogether out of place in St. Louis. These points must be carefully weighed by the one who is planning the advertising.

* * *

Testimonials are considered by the Royal Baking Powder Co. as excellent auxiliaries in advertising. I had always supposed that those familiar endorsements from prominent analysts and

experts in cooking were not to be had without a handsome expenditure—not as a bribe, but as a recompense for the terrible publicity which the medical and other professions pretend to hate with a bitter hatred. But as the testimonials are all voluntary, it appears that these shrinking violets *do* enjoy seeing their names top of column next to pure reading matter, when some one else pays the bill. The R. B. P. Co. scores a good point in publishing the testimonial of a local celebrity only in his own neighborhood. A man of much importance in San Francisco may be altogether unknown in New York and vice versa. An exception is made in the case of the testimonial from the *chef* at Delmonico's, for, reasons the advertising manager, Delmonico is a name suggestive of good eating even in the backwoods—which is another example of good advertising.

But the best testimonials that reach the offices of the Wall street leviathan are those that come from the housewives and women of the land. They are never published, as they are of a confidential character; but they are highly valued, nevertheless, and most carefully looked after. They pour in, unsolicited, and literally by the thousands. Clerks are kept busy reading and assorting them. The results are kept in a special ledger under the headings of States and countries. I had a peep at the account for May and this is a sample taken at random of the way it ran: Illinois, 409; Iowa, 507; Pennsylvania, 566, while among the foreign countries Scotland lined up with 15 and South Africa brought up the rear with 4. These, be it understood, are not orders, but simply grateful acknowledgements from women who have become earnest patrons of the article through its use, with sometimes a sprinkling of doctors, *chefs*, stewards, cowboy cooks, etc.

It is interesting to learn that a greater number of these letters is received in winter than in summer. Thus the total for May was 8,686, but in February was 13,334. This is because people take to letter-writing more in the long winter evenings. The testimonial record is scanned carefully by the advertising manager. It is a sort of barometer, which, in the absence of any means of tracing returns, is highly appreciated. He also examines a batch of the letters themselves, sometimes, and smiles at their confidential feminine

tone, but it is a sympathetic smile, for he realizes that the writers are the most effective allies he has. "Women are the best advertisers in the world," he says. "If they discover some good article of domestic use they talk it over in their little social circles and recommend it to their friends on every possible occasion."

To capture the women, then, is not such a hard problem if one has the right thing and keeps a newspaper reminder constantly before them. I looked over some of the testimonials and found them amusing reading. For example, one woman told what her sister-in-law thought of Royal Baking Powder and how nicely that cottage pudding turned out and how John liked it! Then there was a letter bearing the postmark of Ireland; the writer had been recommended to try Royal by some relative in this country and she had found it all that was represented. And there were even testimonials in Chinese—that is, I was told they were testimonials but I am a little rusty in my Chinese.

The Royal Baking Powder Co. does not receive as many solicitations from newspaper publishers as might be supposed. The fact that its ads are already in seven-tenths of all the papers in the country may account for this. The mail, however, is large and is brought from the Post-Office every morning in a truck. The number of newspapers received averages 6,000 a day, while the letters pertaining to the advertising department frequently number 1,200 in a day.

Solicitors are courteously received, although they may have to cool their heels for some time in the ante-room before they can secure an audience. Mr. La Fetra is an old newspaper man himself, and has a high opinion of newspaper publishers as a class. He considers them a whole-souled, fair-minded lot of men, with an unusually small proportion of dead-beats among them. Whenever they are in town he likes to have them call and cultivate friendly relations. The company has never been sued by a publisher, and disputes over contracts are unusually few. It is generally found that when a disputed point arises there is some way of compromising satisfactory to both parties.

It is a rule of the company to pay every advertising bill the day it is received, if found correct. This prompt-

ness is highly appreciated, and an investment in the Royal advertising is considered by publishers much in the nature of an investment in Government bonds. Errors in bills are invariably corrected, no matter upon which side made. It is not an infrequent occurrence for the company to add hundreds of dollars to the publishers' bills, and the letters received in acknowledgement are read with pride. "We do not forward bill," said a letter from a prominent paper, lying upon the desk of the manager, "because we have always found heretofore that your account was more correct than ours."

Contracts are mostly confidential, but the advertising manager considers that a fair price for high-class, home-print weekly papers of about 1,000 circulation is \$2.50 per inch per year. The larger the circulation the lower the rate per thousand is expected to be.

Other factors, however, make a difference. The character of the constituency and even the politics count. I was surprised upon being informed that since the election of Cleveland the rates of the Democratic papers have been stiffer. It is not easy to assign a reason for this, but I am assured that such is the fact.

The mediums most appreciated by the proprietors of Royal Baking Powder are the religious papers. After them come the women's papers. The basis for figuring the value of any particular medium is the circulation, although the other points are given due weight. I asked Mr. La Fetra if he used any of the current hand-books, and he replied that he consulted them all, but he relied principally upon his own judgment, taking into account the territory covered by the paper and its own ear-marks. The experienced advertising manager acquires a certain facility in judging of the extent of a paper's circulation from its general appearance. The newspaper directories that he found specially valuable, he said, were Rowell's and Dauchy's. The gazetteer information in the former was specially appreciated and the general characteristics of a town, its population, its chief industries, its relative position in the State, etc., were exceedingly useful. "When I wish to lay out a special line of advertising," said he "I take down my copy of Rowell (which you see I have here re-bound in calf and indexed for immediate reference) and

check off the towns I want to cover and the papers that I think will do the work best. Then I select the advertisements to be used, and turn over the job to an assistant. In twenty-four hours the orders are in the hands of the publishers."

As to claims of enormous circulations he is somewhat skeptical, but he makes it a rule never to dispute the statement of a publisher. As an example of fabulous circulations he referred to a circular then lying on his desk which claimed for a certain ladies' journal over 700,000 circulation. "Take the census returns and figure it up, throwing out the paupers, the Indians and those who can't read, and you will find that that claim allows one copy of the paper to every seventeen women! It is ridiculous." In such cases he forms his own idea of the true circulation, and offers a price in accordance with that. If the publisher and manager are unable to agree upon a figure, the latter exercises his privilege of remaining out of the medium.

With advertising agencies the Royal Baking Powder Co. has no dealings. Another interesting little idiosyncrasy is that it will not advertise in any paper which does not allow it the agent's commission. Mr. La Fetra says he can count on the fingers of one hand the papers which he is deterred from using on this account. The conditions under which he believes an advertiser should be conceded the agent's commission are these: when an advertiser does a large business in a general way, doing it all direct and employing no agencies, and maintains all the paraphernalia of an advertising agent. It is said that there are only three, possibly four, general agents who spend a greater amount of money with the newspapers than the Royal Baking Powder Co.

No effort is made to trace returns. The relative value of mediums is, after all, only a matter of conjecture with the man who places the contracts. He says: "I couldn't point to any special piece of advertising we have done and say that it was particularly successful. We don't know what special drawing power is exerted by any one, or dozen, or hundred papers; but we do believe in keeping pegging away at it, and we know it pays in the aggregate. If we spend \$2,000 for a single advertise-

ment, as we do sometimes, it is out of the question to suppose that it will be the direct means of selling \$2,000 worth of baking powder. Influences proceeding from an advertisement in the local paper, in the paper of general circulation, in the city daily, the magazine and the religious journal, we know not where they reach or what potency they individually exert; but together they weave a web which covers the country and captures the trade. No amount of publicity, however, no expenditure in advertising, could have made a success without a meritorious article. Publicity without merit avails even less with the public than merit without publicity.

One of the questions I asked was: "How much extra do you believe preferred positions worth?" The answer was that advertising in a general way, with the chance of being buried, was of no use for their particular article; the Royal Baking Powder Co. can only afford to use the newspapers upon condition of having preferred position, and it never uses them under any other circumstances.

The force of this argument was strongly emphasized upon looking over a pile of marked copies that had just been received from some Western cities. Big advertisements, surrounded by reading matter, overtopped everything else on the page. Sometimes a competitor would be seen straggling in at the bottom of a column, but the chances of making a customer, in face of such colossal opposition, appeared to be slender. Advertising an article of general consumption—like baking powder—argues Mr. La Fetra, is different from other advertising. The women are not looking for your announcement, as for a dry goods ad. You must secure a position and use space enough to command attention.

The preferred position clause in contracts sometimes bothers publishers, but where a proper office system prevails there is no trouble. No allowance is made for insertions out of place. Some advertisers count two wrong insertions as equal to one correct insertion, but the Royal requires the papers to live up to their contracts. Payments are made quarterly, which, in the case of a weekly paper, would mean at the end of thirteen insertions. If, at the end of three months, the checkers' records do not show thirteen correct insertions, the bill is not pay-

able. In some very careless offices it takes a whole year to get a quarter's work properly done.

Mr. La Fetra spoke most emphatically of the value of country papers: "The local weekly is a most excellent medium. It is read carefully, advertisements and all. It is kept in a prominent position in the family circle all the week, and is read by every one. The large weeklies issued from the principal cities, and that go all over the country, I do not consider so valuable, as their circulation is spread out over a wide territory, but the country weekly covers a particular section thoroughly. The difference between the two is like the difference between a sprinkling and a deluge."

Royal Baking Powder is advertised in dull as well as in prosperous times. If anything, the advertising expenditure is increased when trade is dull. The summer is a favorite time for advertising, because then other advertisers drop out, and better positions are obtainable. The country is covered by numerous salesmen, whose reports of the prosperity in different sections, and the characteristics of various towns, are studied attentively in the advertising department.

What the property of the Royal Baking Powder Co. is worth would be hard to say. It is incorporated, but its capital stock by no means represents its selling value, and there are no shares on the market. The fact that Mr. Hoagland has declined an offer of twelve millions for the concern, gives some indication of what advertising—rightly directed—may accomplish in a quarter century.

TUITION IN WRITING ADS.

From the National Advertiser.

The English "advertising experts," "doctors of advertising," "agents for the promulgation of publicity," or whatever combination of words they use to designate their business, are apparently in bad shape. One of them, in the hope of increasing his revenue and to help him bear the strain of his long-sounding title, recently inserted the following advertisement in the "want" columns of the *London Daily Telegraph*:

Advertisement writer for leading English advertiser is open to give instruction in advertisement writing to a few ladies and gentlemen with literary or artistic ability. Three months' practical tuition through the post, five guineas. An excellent opportunity to learn a promising profession.—Address, etc.

Here is a suggestion for some of the American advertisement jugglers.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A JOB press, 14½x28. DWIGHT KEMPTON, Summerland, Cal.

WE WANT to do good printing for you. PRINTERS' INK PRESS, 100 Spruce St., N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

WANTED—A traveling salesman, to sell Baking Powder. State age, experience and references. THE STAR MFG CO., Atlanta, Ga.

TO EXCHANGE—100 acres of choice farm land near Quanah, Texas, for good job outfit. State what you have and address, C. P. STUBBS, Fraser, Greer Co., Texas.

FIRST-CLASS 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care Printers' Ink.

GOOD COMPOSITOR WANTED in "The Lenox" of the Catskills," for the summer, at fair wages. STAMFORD PRINTING & PUBLISHING CO., Stamford, New York.

EVERY ADVERTISER in every town—almost—will use our original cuts and ads. They're so cheap—and so good. We want good agents. ART LEAGUE, World Building, N. Y.

NEWSPAPER business manager, 18 years' experience, wants position; expert in all departments; A 1 references. Address "BLUE LODGE," 84 Brooklyn St., Philadelphia.

TWO YOUNG MEN—Having built up one of the leading daily newspapers of the East would like to locate in new field. East or West. Correspondence solicited. "D. M. H." Printers' Ink.

WANTED—Situation by young man of fifteen years' experience as advertising and business manager live daily paper in city of eighty thousand. First-class references. Address "C. L.," Printers' Ink.

WANTED—Live editor, with \$6,000, to buy half interest in daily newspaper, job office and bindery. It will pay \$3,500 as his interest. Business manager now owns entire plant. Address "L.," care of Printers' Ink.

WANTED—By a man of ability, a practical printer and experienced manager, a position in the business department of a wide-awake daily, where faithfulness and push will be appreciated. Address "W.," Printers' Ink.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

\$6,000 That's my wad, net, all expenses out, under this head, in 5 yrs. Will sell the office that did it—Denn. weekly, steam, near St. Louis, for \$1,999; long time. Ad. "OFFICIAL," care Newspaper Union, 513 Elm St., St. Louis, Mo.

EMBOSSEING attracts trade. Ideas on every line of the 160 pages (7x10) of "A HINT OF HINTS" that are worth cost of entire book, \$2.00 post-paid. Send for sample page. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

WANTED—To furnish News, Original Stories, Miscellany, Farm, Irrigation and Mining Articles for a few good weeklies. Fifteen years' experience as correspondent, reporter and editor. JOEL SHOMAKER, 63 "F" St., Salt Lake City, Utah.

CRANKS WANTED—To crank the world owes its greatest reforms. There is one building and loan crank in every community and we want to know him. Send a card to THE NATIONAL BUILDING AND LOAN HERALD, 136 Liberty St., New York, N. Y.

TO an advertising man, who can command a good line of general advertising, an exceptionally fine opportunity is offered—can buy an interest in an established advertising agency now doing a splendid business. Money no object without the man. Address "CONFIDENTIAL," P. O. Box 1,570, Boston, Mass.

WHAT can we do for you in Washington! Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to the ASSOCIATED INDUSTRIAL PRESS, 218 F St., N. W., Washington, D. C.

WANTED—Advertising for the QUEEN OF FASHION. Best mail order medium in America. 300,000 circ. 46 E 14th St., N. Y. City.—March 1st, 1893. *The Queen of Fashion, Union Square, N. Y.* GENTLEMEN: We are pleased to say that our returns from the QUEEN OF FASHION have been very satisfactory, and we have reason to believe it reaches the buying class of women very strongly. We have also verified your circulation. MEREDEN BRITANNIA CO.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. F. RYDWELL ADVERTISING CO., 100 Spruce St., New York.

ADVERTISING MEDIA.

QUEEN OF FASHION.

SEATTLE TELEGRAPH.

ALBANY, N. Y. TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

SUMMER CATALOGUE of 1,358 Western Newspapers of the Chicago Newspaper Union, No. 10 Spruce St., New York, sent on application. Special rates for July, Aug. and Sept.

LOS ANGELES TIMES—The foremost newspaper of the Southern California coast. Advertisers guaranteed 12,000 net circulation daily. H. D. LA COSTE, Eastern Representative, 38 Park Row, New York.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

THE HUDSON (N. Y.) DAILY REGISTER was one of the original members of the Associated Press, and still retains high rank in that powerful news organization. The REGISTER is the favorite home paper. M. PARKER WILLIAMS, Editor and Proprietor.

THE JUDICIOUS ADVERTISER always seeks to attract the attention of the greatest number. By using the SPOKANE CHRONICLE, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

200,000 WOMEN receive the QUEEN OF FASHION each month who are educated up to sending money by mail. Circulation guaranteed. 80 cts per line. 46 E 14th St., N. Y. City.—CINCINNATI, O., Nov. 25th, 1892. *Queen of Fashion, 46 E. 14th St., N. Y. City.* GENTLEMEN: Regarding the QUEEN OF FASHION as an advertising medium for Dermo-Royale, we beg to state that yours is one of six publications which has paid us wonderfully well. Yours truly, S. H. PARVIN'S SONS.

CLASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (15 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

FOR SALE.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, Sec. AM. ILLUS. CO., Newark, N. J.

FOR SALE—Two-horse McKinley Patent Hot Air Engine. THE STAR MFG CO., Atlanta, Ga.

4 LINES, \$1; 1 inch, \$2.50; 1 column, \$46.55; 1 page, \$156.80. 50,000 copies PROVEN. WOMAN'S WORK, Athens, Ga.

FOR SALE—Southern afternoon paper in city centrally located; 25,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

FOR SALE—One of the best Republican country weeklies in Southern Indiana, job office connected, in county seat town of 2,000. No run-down outfit nor business, but modern outfit; cylinder press and steam, and paying business. Owner has other business demanding attention. Price, \$2,500. Address "M.," care Printers' Ink.

RARE CHANCE—Only Republican paper in one of the best county seats in Missouri for sale. Good manufacturing town, with water works, electric light plant and street railway. Office well equipped; steam power, and doing a paying business. Reason for selling, proprietor has other business. \$2,500 takes it now. Address "C.," No. 4, care of Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

KOMIC KUTS for newspaper advertisers. 50 for \$10.00. ADVERTISING FIEND, Cadiz, O.

ADVERTISING cuts suitable for any business. Send for catalogue free. Address MERCHANTS' ADVERTISING CO., Scott & Bowne Building, New York.

ADDRESSES AND ADDRESSING.

If you wish to buy lists of names, advertise for them in Printers' Ink.

If you wish to sell lists of names, advertise them in Printers' Ink.

10,000 South Dakota Addresses 1893 for \$10.00. Also a few classified names for sale by BERTINE PEW, Aberdeen, S. D.

A NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

ADVERTISING NOVELTIES.

MAILABLE novelties wanted. A. D. PERKINS, 11 & 13 Center St., New Haven, Conn.

WE engrave and print sign-cards. Sketches free. Eye-catchers. LONDON PTG. CO., Columbus, O.

LOCAL ADVERTISERS—I have a new pocket novelty for gentlemen. Millions wanted. Send business card for particulars. C. H. HUDSON, 61 Carline St., New York.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

SUPPLIES.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

"PEERLESS" CARBON BLACK. For fine inks—unequalled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

BILL POSTING & DISTRIBUTING.

MAIL up signs and distribute circulars. J. F. ROWELL, Stamford, Conn.

Distributing in all its branches, at reasonable rates. Address N. B. THORNE, Hartland, Me.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$6.50, or \$25 a year. Cash with the order. More space 25 cents a line each issue.

ADVERTISEMENT CONSTRUCTORS.

IT is our business to write advertisements. Will you write to ADV. FIEND, Cadiz, Ohio!

DS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

PREMIUMS.

BOOKS FOR PREMIUMS—If you want to use books we can supply you at lowest prices. Address J. S. OGILVIE, 57 Rose St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 143 & 144 Worth St., New York.

MISCELLANEOUS.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

RIPANS TABULES are a cure for constipation, biliousness and dyspepsia.

HEALING Balm cures kidney trouble. 25 cts. HEALING BALM CO., Macon, Ga.

QUEEN OF FASHION, 20,000 proved circulation. 40 E. 14th St., N. Y. City. 50 cts. per line.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

MUSIC plates for newspapers. Blocked ready for use. Only the latest and most popular instrumental and vocal gems. If you want to save composition and boom your circulation, address THE CURRENT PUBLISHING CO., 343 Market St., Philadelphia, Pa.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, post-paid, on receipt of 60c., the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

TO the readers of "Printers' Ink" who have not already received it, a copy of the Magnificent Catalogue of "KELLOGG'S LISTS" will be sent free upon application! This book contains nearly One Hundred full-page Illustrations representing fine-samples, in colors, of some of the leading articles advertised in those celebrated lists. A. N. KELLOGG NEWSPAPER COMPANY, 67 Tribune Building, New York, and 370 Dearborn St., Chicago.

SECOND-CLASS POSTAL USAGES.

ANY PUBLISHER who is thinking of making any sort of special offer, for the purpose of booming his subscription list, will do well to inform himself whether the plan is likely to get him in trouble with the Post-Office. We have published a pamphlet containing details and results of some investigations of the second-class postal law and usages. It will be sent to any address upon receipt of a two-cent stamp. Address PRINTERS' INK, 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

GEO. P. ROWELL, PUBLISHER.

JOHN IRVING ROMER, EDITOR.

NEW YORK JUNE 28, 1893.

THE manifold uses of the "Want" column are only beginning to be generally understood. A writer in PRINTERS' INK, two weeks ago, explained how, after failing in the effort to push his goods through regular trade channels, he advertised for agents in the "Want" columns of the leading dailies, and thereby built up a sale for his goods at small expense.

We have known of other cases where small advertisements inserted at a nominal price produced extremely satisfactory results to the advertiser, although they did not actually lead to a sale. An Eastern gentleman, after having made a tour of the West, was attracted by ranch life, and determined to buy a ranch for himself. Although having made a personal investigation, he was desirous of more information, and it occurred to him to insert a small card in a number of the local papers. He did so, and was deluged with replies. From these letters he acquired so much information that he changed his mind, and made no investment whatever. Each correspondent pointed out the weaknesses of the property of others, and subsequent developments proved that all were right, for ranches went down almost 75 per cent. in value within two years!

Another gentleman, a friend of the former, contemplated buying a country place in New England. Profiting by the other's experience, he inserted an ad in all the local papers in Litchfield County, Connecticut, and Berkshire County, Massachusetts. The result was similar, for he received so many replies that it appeared as if all the farms in these two counties were for sale. He decided that, while it was very easy to buy such a farm, it would be an altogether different matter to sell it. In both of these cases the information obtained was valuable, and

it could not have been secured in any other way at so slight an expense and trouble as through the "Want" column.

A CIRCULAR announcing a change in the basis of measurement of advertising space has been recently issued by the *Youth's Companion*, and is exciting comment among advertisers. The innovation is the adoption of what is stated to be the "point system." According to the new scale there is a variation from the old system of about two agate lines in every five inches. In other words, the advertiser who wishes to insert a five-inch advertisement in the *Companion* will have to pay for 72 lines instead of 70 lines, as under the old system of measuring 14 lines to the inch. It is claimed in some quarters that this change is demoralizing and will cause much confusion. Advertising agents fear they will have difficulty in making customers understand why they should have to pay for 72 lines in the *Companion* when for precisely the same electro in the *Ladies' Home Journal* charge is made for only 70 lines. In reply to a protest of this character from a correspondent, Messrs. Perry Mason & Co. recently wrote:

"We hardly think it will cause any such inconvenience as you think, for we have never sold space other than by line measurements, never speaking of it or quoting price in inches; so that advertisers with us are accustomed to measure by our rate card. Our purpose in adopting the present system was to have a uniform basis, as it enabled us to work with much greater satisfaction in our composing room, having this uniform system."

THE manufacturer of a folding machine suggests to newspaper publishers, in a recent announcement, how they can "put up a job on advertisers." The scheme, of course, is to have more pages and have them smaller in size, so that about every advertiser can be given the favorite position of "top of column next to reading matter." The announcement closes: "You need not print a paper one-third larger than you have any use for nine months out of each year, in order to handle three months' rush of advertising. We devote most of our time looking after the interests of the down-trodden newspaper fraternity."

A. C. GRAW, of Camden, N. J., is the winner of the \$100 prize offered by W. Atlee Burpee & Co. for the best notice of their seed business.

THE publisher of the New York *Times* states that when that paper attacked the Tweed Ring, years ago, it printed in one day 565,000 copies! This issue was printed in three languages.

"A PICTURE on every page" is the enticing announcement of a Boston monthly. An inspection of the paper proves this to be so, although on some pages the only picture to be found appears in connection with an advertisement.

MR. T. B. RUSSELL has compiled and Messrs. Saxon & Co., of London, have published a unique volume called "Current Americanisms," which the sub-title describes as a "Dictionary of Words and Phrases in Common Use." The collection of material for a glossary of such scope appears to have been a task of unusual difficulty, particularly when one considers that it involved the classifying and defining of such wonderful eccentricities of speech as the following:

Honey fuggle: to bamboozle or cheat.
To galumph: to bump along.
Catawampious: eager.

The average well-posted American will be inclined to question the authenticity of such expressions as the above, but in a country as large as this, and the home of so many different nationalities, one cannot be sure that these words are not "in common use" in some remote section. It is amusing to note the meaning assigned to certain slang phrases which, it must be confessed, are in general use among certain classes, and for which, we regret to note, advertisements are quoted as authority. For example, under the head of "bummer," is found:

Bum-work: useless labor, or unpaid exertion. An advertisement appeared for many weeks in *PRINTERS' INK* with the heading, "No bum-work. I write ads."

The meaning that the advertiser meant to convey was that he did no *bad* work, but it is not surprising that an Englishman should have been puzzled by the vulgarism. On the whole, we think Mr. Russell has succeeded remarkably well, and his criticisms on the national misuse of the words "guess," "sick," etc., are well deserved and ought to be heeded.

COMPARATIVE VALUES.

I contend that a daily with a circulation of 5,000 in Arkansas will yield a greater influence and give the advertiser better returns than one with 50,000 circulation in New York or Illinois.—*Fred W. Alsopp, of the staff of the Arkansas Gazette.*

Advertising Novelties.

From the *Banner*, Nashville, Tenn.: A metal paper-cutter, ten inches long, shaped like a dagger. The paper's circulation is stamped on it.

From G. K. Morton, St. Thomas, Ont.: A leather wallet for bills, checks and papers. It is designed to replace the cumbersome and many-pocketed old-fashion wallet.

From the Michigan Stove Co., Detroit: A handy little book of valuable information, with advertising matter on the covers.

From F. M. Lupton, 106 Reade street, New York: A blank-book specially ruled and printed to enable advertisers to keep a daily record of results from advertising in leading magazines. It is, of course, arranged so as to advertise Mr. Lupton's own publications.

A PSALM OF ADVERTISING.

By A. Short Fellow.

Tell me not in sneering manner
Advertising does not pay,
Rich are they who fling their banner
Boldest to the world to-day.

Advertising done in earnest,
Done with wisdom, heart and soul,
With determination sternest,
Always wins the wished-for goal.

Lives of many men remind us
We to great success can climb,
If the reading public find us
Advertising all the time.

Advertising with persistent
Energy to spread our fame,
Ever honest and consistent
In performing what we claim.

In the world's commercial battle,
In the rivalry of trade
We must hustle, shout and rattle
Ere impression can be made.

Not enjoyment—rather sorrow
Is the certain end of those
Who are apt to let to-morrow
Like to-day, unheeded close,

Careless of their advertising,
Which, if penned in common sense,
Is the method enterprising
That insures full recompense.

A Strange Advertisement.—"The managers of this periodical have entered into a treaty with a considerable number of wealthy heiresses, both spinsters and widows, who have solemnly bound themselves to bestow their hands on no one who is not a subscriber to our paper."—*La Tribune.*

READY-MADE ADVERTISEMENTS.

Original Suggestions From Various Contributors.

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 350, New York City.

For a Hair Goods Dealer—(By Jed Scarboro).

Stolen from the hand of Father Time, ten years, by ladies who wear the Wiggins Wavelets. Conviction impossible, as their husbands and brothers encourage them in it. Try one on and see yourself as others saw you ten years ago.

For Men's Furnishing—(By Top O'Collum).

Do You Wear**THE BELT?**

You need one if you indulge in that most delightful of luxuries—an Outing Suit. It is wonderful how much difference getting rid of those hot binding suspenders makes in one's comfort during the dog-days! But, perhaps you haven't got a proper summer outfit? Perhaps you are suffering the agonies of high collars, stiff bosom shirts and heavy shoes. In that case let us fit you out from head to foot—we have all the necessities and at right prices. Give us a call, and when the next hot spell comes you won't grumble so much at the Weather Bureau.

For Real Estate.

**FOR
THE
LAND'S
SAKE!**

and for your own sake, buy some land. Good Real Estate is the finest investment in the world. The failures of banks or the depredations of thieves cannot affect it as they can ready cash. The fluctuations of the money market cannot depreciate its value, which, if your land is purchased in a growing neighborhood, is certain to steadily increase with time. The lots we are offering have everything to recommend them—beauty of location, good soil, and proximity to stores and schools.

**SAND & STRAW,
REAL ESTATE.**

For a Grocer.

Do you know where to get the most fragrant coffee in the city,—the purest, best-flavored and most economical?	Are you aware that the finest blended Teas in America are sold in our store at the most reasonable prices?	Would you like to have the nicest tasting and purest Creamery Butter always on your table? You'll get it at
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**YOUNG & OLD'S
CASH GROCERY.**

For a Shoe Store—(By Geo. E. B. Putnam).

**SPECIAL
SPECIE
SAVING
SALE OF
SUMMER
SHOES.**

SUMMER SHOES for the country. Strong, well-made, yet light and cool.

SUMMER SHOES for the sea-shore. Neat and dressy, with thick soles to keep out dampness.

SUMMER SHOES for the mountains. Strong and heavy enough for hard climbing.

SUMMER SHOES for the World's Fair. Handsome, trim, yet easy, so as not to tire.

SUMMER SHOES for the piazza. So pretty, so neat, so "fetching."

SUMMER SHOES for town wear. Cool, easy, stylish, yet not too light for service.

SUMMER SHOES for YOU. Warranted in quality, style and fit, at

*For a Laundry.***"We are Bound to Shine"**

Said the Collar to the Cuffs
as they passed through
GIVAN'S STEAM LAUNDRY.

Satisfaction guaranteed. Work done at short notice. Goods received, called for and delivered in any part of the City. See rules and regulations on back of each list. Goods received late as Friday morning each week.

*For a Clock Maker—(By E. A. Baker).***Be Wise in Time-pieces.**

That is, get to know the best, and their makers.

The Blank Clock Company makes one of them. An eight-day clock, striking the hours and halves, winding either way, and on the same post for both movement and chimes.

Runs accurately in any position or anywhere; at home or abroad; at rest or on the go.

It never stops from trifling causes. No imported clock can equal it.

For a Corn Cure.

Uneasy rests
the foot that
wears a
corn.

'Tis almost as
uncomfortable
as a guilty
conscience.



Our Kornkura
entirely removes
them and leaves
the foot.

We have
also corn shields
and plasters of
every sort.

H. H. HAY & SON.*For a Hatter.***Quakers**

wear broad-brimmed hats—but so do all well-dressed men nowadays. The latest straws have the widest brims, and the fashion is a sensible one, for what does it profit a man to have a brim to his hat unless it is large enough to keep the sun out of his eyes?

Don't sweeter in a pot hat during the hot weather, but select a cool, comfortable straw from our ample stock. Our \$3 hat is so good you would scarcely believe we could furnish a better for \$4.

*For a Stove Dealer.***COOL STOVES!**

Yes; even in summer-time.
Use our Coke and Pea Coal,
and you will gladly grant it.

MARTIN'S.*For a Florist—(By Jed Scarboro).***The Nuptial Knot**

should not be tied until you
have asked

MARSCHAL NEIL

to send you a few hundred strings of
Smilax to tie it with.

Promptness a specialty.

*For a Druggist.***"A Drug in the Market."**

Yes, there are many of them.
Some very good, some bad.

Bad drugs are poisonous,
Also of no value whatever.

Pure drugs are great helps,
And these alone should be

Used in compounding.
We claim to keep in stock

The purest drugs made.
To compound them skillfully,

To prepare prescriptions quickly,
To charge for them reasonably.

Who can do better than this?

PESTLE, MORTAR & CO.*For Dry Goods.***FOR
LADIES'
COMFORT.**

Men are somewhat selfish in wishing to monopolize sympathy during the hot months. What about the fair sex? Don't the ladies suffer as much, or more? The heat affects their nerves just as it does men's tempers. Their chief relief lies in cool clothing, and the coolest this season is found in our handsome stock of

WASHABLE DRESS GOODS.

We have an infinite variety of them, light in texture, weight and colors, from 12c. a yard upwards. But the stock is limited, and the goods are popular, two reasons why the ladies should not delay in securing

**CERTAIN
SUMMER
COMFORT.**

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, June 7, 1893.

Newspapers advertise themselves, in England as in America, very little by means of space purchased in other newspapers, but pretty freely in other ways. The most usual device, and one that is a routine practice even with papers like the *Times*, that do not consider themselves to need ordinary advertising, is a small poster, containing a synopsis of contents. This is given to newspaper sellers to put on boards outside their shops. In many cases the boards themselves are supplied by the paper. Oftentimes they have an enameled iron plate at the top bearing the name of the paper, so that the board can never be used (as such boards sometimes have been) for the contents bills of other journals. Desiring to test the efficacy of this method of advertising, the proprietor of one of the most widely circulated London weeklies (*Pearson's Weekly*) purposely caused a glaring error to be made in his contents bill last week. He says that it is quite evident that these bills are looked at, for he had several thousands of letters and postcards upbraiding him for the error. With characteristic shrewdness, Mr. Pearson carefully selected the letter bearing the first intimation and sent the writer of it a guinea, "*pour encourager les autres*," I suppose. "It will pay you," he says, gravely, in recording the fact in his paper, "to keep an eye on our contents bills."

At a well-known French advertising bureau in Paris, the *Agence Havas*, they have had a curious experience lately. A messenger named Beillet had been in their employment for a long time, and had resided at the same address in the Rue l'Abbé Grégoire for over thirty years. He was an elderly person, of exemplary character and punctuality, but being taken ill, was received as in-patient at one of the hospitals, where he proved to be—a woman!

Among the curious and rather finicky devices adopted by some advertisers to avoid having their announcements overlooked, few have been longer persisted in than that of Mr. Alfred Fennings, who, from the somewhat exotic locality of Cowes, Isle of Wight,

carries on a large and highly commendable business in "teething" powders and similar specialties. They are widely and consistently advertised by admirably-written displays, chiefly taking the form of full pages in magazines. But Mr. Fennings has evidently a great dislike to the idea that his advertisement may be overlooked by the reader picking up the book upside down, and he therefore adopts a device like that of the bird observed by Robert Browning:

That's the wise thrush, he sings each song twice over,
Lest you should say he never can recapture
The first fine careless rapture.

Mr. Fennings sings his song twice over thus. He gets all he wants to say in the top half of the page, and then says it over again in the bottom half, upside down. Thus you are bound to get it right, however the book lies! Moreover, a number of important maxims, such as, "Do not let your child die," "Bronchitis cured," and so on, are printed sidewise, facing also each way. This carries out well the plan of making your advertisement obvious at the first glance—"that he may run who reads the writing." By the way, the last sentence is nearly always misquoted, though it is Scriptural, and is therefore presumably familiar.

I am not much of a believer in the House of Lords, but I did not think they played it quite so low down as the following "Want" from a recent *Times* suggests:

REQUIRED—A nobleman or gentleman of title, to open exhibition. An honorarium of 10 guineas and first-class return from London. All replies will be treated in the strictest confidence. Apply to C. J. W., F834, Address and Inquiry Office, the *Times* Office, E. C.

Really, the wealthy daughters of America should save the House of Peers from this kind of thing!

There is a source of revenue enjoyed by Continental newspapers from which English and American journals are debarred. In France and Germany any shopkeeper who adulterates his goods, or substitutes inferior qualities, has, in addition to submitting to fine and imprisonment, to advertise his conviction at his own expense in the newspapers. A butterman at Cherbourg, whose purchases of oleomargarine had attracted the attention of the police (and the duties of the police

are extensive and peculiar in most European countries), was found to be economizing, by its means, the "pure Brittany butter" in which he dealt. He was haled before the judge, who, expatiating in a characteristically Gallic manner on the injury such malfeasant adulteration was liable to cause to the French trade and reputation, sentenced the unhappy criminal to a fine of two thousand francs, imprisonment for three months, and to publish the facts at his own expense in thirty local newspapers, besides paying for posters to the same effect, for placarding the town. Newspaper proprietors in France are, no doubt, zealous guardians of the law against adulteration, and eager assistants of the *gens-d'armes* in detecting it.

* * * * *

It is to be regretted that something of the sort cannot be applied to the substitute fraud. It would look very encouraging (beside being good for trade) to see in the *Times* or the New York *Herald* the self-paid public apology of a fraudulent druggist for having, "by direct or indirect means, corruptly and fraudulently substituted for certain drugs, wished or demanded by the purchaser, certain other drugs, unlawfully wrapped or prepared to resemble or counterfeit the same, to the injury of the commonwealth."

THE SPASMODIC ADVERTISER.

We regret the necessity which moves us to again address a few thoughts to the spasmodic advertiser. Our spasmodic friend advertises—

Because his neighbor does.

Because he wants to keep before the trade.

Because he expects to get an immediate and profitable return.

Because his salesmen requested it.

Because—well, he just thought he'd try it.

Because he has a good line.

Three of the foregoing reasons are valid and sufficient; three are not worth much consideration. The shoe manufacturer who is moved to insert an advertisement simply because his neighbor advertises, is prone to direct a discontinuance when he receives his first advertising bill.

The man who expects to get an immediate and profitable return from his advertisement gets disappointed ninety-nine times in a hundred. If advertis-

ing yielded prompt and rich profits it would discount silver mining at Creede.

The man who inserts an advertisement without a definite object—merely because he was suddenly seized by what may be characterized as a "whim"—a temporary spasm—generally "goes out of" as suddenly and for as little reason as he "goes into" a trade journal. We have seen the truth of these three statements proven so often that we advance them now as postulates.

We have customers who advertise because, as they declare, they wish to "keep before the trade." That is a natural and altogether justifiable motive. Others advertise to "help their salesmen." Good. They cannot aid their salesmen without helping themselves. A third class of patrons advertise because of their earnest confidence that they "have a good line."

It is well to "keep before the trade." It is well to aid your salesmen. It is well to have confidence in your product; but, behind all that is the truth which must not be ignored, namely: Advertising is a business. It must be prosecuted on business principles. The man who advertises in a speculative mood, as if, for instance, he was taking "a flyer" on Wall street, does not as a rule get returns. In other words, spasmodic advertising does not pay.

The men who succeed in getting value received out of advertising are men who year after year set aside a certain sum for advertising and regard that amount as a fixed charge, like taxes or insurance. The editor of a great comic weekly, being appealed to to furnish advice to those about to marry, wrote "Don't." And that is our advice to the spasmodic advertiser. "Keeping everlastingly at it brings success."—*Boot and Shoe Recorder*.

HOW SOLICITORS FIND IT.

Horace Dumars in the Weekly Journalist.

I never saw the advertising representatives of mediums of general circulation more thoroughly knocked out than at present. New business seems to be a thing almost unheard of, while the regular stand-by patrons are more inclined to reduce than to increase space. The prospect for the present looks very discouraging, but nevertheless managers and solicitors are working as hard as ever, and nothing but the time for summer vacations will cause a lull in their mad efforts to get business in spite of the times.

Quill.—Why is it that you have no women writers on the *Bugle*?

Screed.—Because the managing editor always tells a beginner to keep his eyes and ears open and his mouth shut.—*Kate Field's Washington*.

THE NEWSPAPERS OF LITTLE ROCK,
ARKANSAS.

LITTLE ROCK, Ark., June 16, 1893.

Editor of PRINTERS' INK:

In regard to the newspapers of Little Rock, advertisers who look at and analyze their circulations separately might, perhaps, conclude that they do not amount to much, their subscription lists seeming to be so small, as compared with those of the influential newspapers of the North and East. A paper like the *Arkansas Gazette*, for instance, which is one of the oldest west of the Mississippi, the leading, the most influential daily in Arkansas and the organ of the Democratic party of the State, has a circulation of only about six thousand, except on Sunday. A paper of relative importance farther north would probably circulate hundreds of thousands of copies. But, I contend that a daily, with a circulation of 5,000 in Arkansas, will wield a greater influence, and give the advertiser better returns than one with 50,000 subscribers in New York or Illinois. In the cities of the East, where there is more activity, a man will buy several editions of a paper each day, glance at the head-lines for important news, and throw the sheet down, while in the South the subscriber reads every line of his favorite newspaper, including the advertising columns, and also shares it with his neighbors. I do not think it an exaggeration to say that every copy that comes from the press of a paper like the *Arkansas Gazette* is read by at least ten people—not including women and children—and the same may be said of other good journals published in this section.

The circulation ratings of the American Newspaper Directory, so far as relates to papers published in this city, are, in the main, very accurate.

Mr. W. M. Kavanaugh, the manager of the *Arkansas Gazette*, has recently changed the weekly edition of that paper to a twice-a-week, thereby increasing its circulation among the farming classes.

The daily and weekly *Democrat* are rated about right. The daily has a good circulation. Its editor, Prof. Jas. Mitchell, is a very popular man, and has a large personal following.

The *Arkansas Baptist* (weekly), the organ of the Baptist church in Arkansas, should be credited with at least 5,000 circulation.

The *Arkansas Commercial Traveler* (weekly) circulates among the traveling fraternity, and is taken by a few wholesale merchants. Its circulation is about 1,000.

The *Arkansas Commonwealth* (weekly) is the only Republican newspaper in the State worthy of mention. It has only a small circulation, but it goes to the better class of Republicans.

The *Arkansas Echo* and the *Arkansas Staats Zeitung* (both weeklies) each have a constituency among the German population here. The *Zeitung* is the oldest paper, and has the largest circulation. The Directory rating (exceeding 800) is about right.

The *Arkansas Farmer* (weekly) panders to the People's Party element, and is probably given a little too much circulation (exceeding 2,250), it having lost some of its prestige by repeated changes in its management.

The *Arkansas Methodist* (weekly) has the largest circulation of any religious paper in the State, and I know that it never prints less than 10,000 copies.

The *Arkansas Press* (weekly) is the leading development paper of the State and has a good circulation. Its editor, Mr. Geo. R.

Brown, who is one of the most enterprising newspaper men in the State, will start an afternoon daily here on the 4th of September.

The *Arkansas Dispatch* (exceeding 500), and *Baptist Vanguard* (exceeding 1,000), both weeklies, are run by colored men, and are the organs of their race here. The negroes do not read much, and their circulations are small.

Blackburn's *Free South* (weekly) has a small circulation, scattered all over the State, among the personal friends of the editor, Col. W. Jasper Blackburn, who is one of the oldest newspaper men in the State.

The *Optic* (weekly) is a little paper gotten out by the pupils of the Deaf Mute Institute during the school months.

The *Journal of the Arkansas Medical Society* (monthly) is a well-edited medical journal, and is taken by nearly all of the doctors in the State.

The *Masonic Traveler* (monthly), edited by a prominent mason, is very popular among the Masons of Arkansas, and the order is very strong in the State.

The *Pythian Advocate* (monthly) is the representative of the Arkansas Knights of Pythias, and is rated (exceeding 800) about right in the Directory.

A new paper is *Gould's Tribune*, a local weekly, which starts off with a good circulation.

The *Southern School Journal* (weekly), published by Prof. J. H. Shinn, State Superintendent of Public Instruction, is well patronized by the educators of the State.

FRED. W. ALLSOFF.

Of the staff of the *Arkansas Gazette*.

HOW THE "WORLD" IS PUSHED.

CHICAGO, June 17, 1893.

Editor of PRINTERS' INK:

I do not know who the circulation man of the New York *World* is, but he is a hustler. The other evening I was in Albany, N. Y., eating my supper in a restaurant on State street, at 6 o'clock. A newsboy appeared with the 2 o'clock edition of the *World*. I bought one and paid three cents for it. The boy had about a dozen papers, and in the course of a short stroll on State street immediately afterwards I met a dozen or more boys similarly loaded; none of them had any other New York evening paper, nor did I see one that evening. Inquiry along the line of the Central Railroad developed the fact that at such news stands as I saw there seemed to be more copies of the *World* sold than of all the other New York papers put together.

In Chicago one can, at a very few minutes after ten o'clock in the morning, buy the *World* of the day previous at the Palmer House, Tremont, Grand Pacific or any other hotel or news stand where the New York papers are sold. If the customer wishes a *Herald*, *Sun*, or any other paper, he is told that he can probably get them in the course of an hour. If he is curious and wants to know the reason, he is informed that the *World* has a wagon at the station on the arrival of the train at ten o'clock. The papers are immediately dumped into the wagon and hurriedly delivered. The other papers are sent in bundles through the post-office and have to await that naturally slow delivery, which takes from one to three hours. The *World* not only keeps papers on sale in Chicago long before any other competitors, but they are for sale much later. At the Grand Pacific, for instance, you can always find the *World* in the evening or up to one or

two o'clock in the morning; but it is almost always the case that a copy of no other New York daily can be obtained after four or five o'clock in the evening.

Now, if the *World* from Albany to Chicago beats the other papers so much, it undoubtedly does so in every other direction; and if the *World* should make an affidavit that its daily circulation, instead of being 445,000, was a million or more, the writer would not consider the statement unworthy of credence.

T. P. ROBERTS.

LETTER POSTAGE REQUIRED NOW.

PHILADELPHIA, June 19, 1893.

Publishers of PRINTERS' INK:

Will you kindly see that our address is placed on your mailing list, and at least one copy of PRINTERS' INK sent us, containing advertisement of Curtis Publishing Co., sent you on order of June 1st.

We will feel deeply indebted to you if you will give this immediate attention.

N. W. AYER & SON.

NEW YORK, June 22, 1893.

Messrs. N. W. Ayer & Son:

We mailed you two copies—one being a special marked copy. If it was not received by you the fault must be somewhere in the Post-Office. We have written the Postmaster of New York with a request for an investigation.

PRINTERS' INK.

We send you herewith a duplicate under letter postage.

Modern Methods.—New Business Manager (discussing projects for putting *Daily Relapse* on its feet): In the first place we want to get out a paper twice the present size; then, reduce expenses by cutting telegraph down two-thirds, discharging all but two or three of the reporters, and—

Managing Editor—But, what on earth will we fill the paper with?

New Business Manager—"Why, with coupons, of course!"—*Puck*.

SOME LEADING NEWSPAPERS.

ARKANSAS.

In Conway County, Arkansas (pop. 19,450), the largest circulation rating is accorded to the *Weekly Pilot*, published at Morrilton.

BAPTIST VANGUARD—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 36,330, by far the largest of any monthly in California.

ILLINOIS.

Rights of Labor, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

INDIANA.

The *Indianapolis News* conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

American Nonconformist: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

KANSAS.

TOPEKA ADVOCATE—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas.

MASSACHUSETTS.

YANKEE BLADE, Boston.

No publication in Massachusetts is accredited a higher circulation rating.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

REPUBLIC—St. Louis. Its daily edition is one of the (only five) daily papers, and its Sunday and weekly editions are two of the (only forty-seven) weekly papers in Missouri, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 52,746 copies daily, 52,746 copies Sunday and 140,368 copies weekly, which is the largest guaranteed circulation in the State. No other daily or weekly of a daily in St. Louis furnished the Directory with a statement in detail of actual circulation every issue one year.

NEW JERSEY.

True American,

TRENTON, N. J.,

Is among the only three daily papers in New Jersey to which the American Newspaper Directory accords a circulation of more than 6,100 copies each issue.

OHIO.

The American Builder: Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

THE SUN AND VOICE

CLEVELAND, OHIO,

Is the only exclusive Sunday paper in Cleveland, Ohio (16 pages), the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 21,000 copies.

ONTARIO.

CHRISTIAN GUARDIAN,

TORONTO,

Is among the (only ten) papers in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 13,537 copies.

PENNSYLVANIA.

Pittsburgh Press has the largest circulation rating of any daily in that city, viz: 40,944.

Colliery Engineer, monthly, Scranton, Pa.: has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

VIRGINIA.

BIBLE READER—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

HIS FATE.

The space writer his bread can make
If he will work and try,
The editor can "take the cake,"
But the printer gets the pie!

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

STAMPS FOR COLLECTIONS—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

SUCCESS Family Magazine. 25c a line. **AMERICAN PRESS CO.**, Baltimore.

FREE SAMPLE COPIES AND RATES. We reach the people. **THE GREAT WEST**, Aberdeen, S. D.

BE INDEPENDENT. Own your own newspaper. Send for estimates to **PICTORIAL WEEKLIES CO.**, 28 West 2nd St., New York City.

LET ME SHOW YOU SOMETHING if you advertise in local newspapers. Send address. **CHAS. W. HARPER**, Columbus, O.

GERMANIA Magazine for the study of the German language and lit. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to **U. S. ADDRESS CO.**, L Box 1407, Bradford, McKean Co., Pa.

PATENTS **HOPKINS & ATKINS**, Washington, D. C. 20 years' experience. Write for information

TRADE-MARKS Registered in U. S. and abroad. Interferences and infringements conducted. Advice free. Write. **Glascock & Co.**, Washington, D. C.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

CHICAGO **IN AMER** **FOR** **CO.** **ENG** **CHIC** **AGO**

NEW YORK LEDGER

RAPID ADDRESSING. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP**, Pres., 214, 216 Broadway, New York City.

DON'T Order any kind of cuts for printing until you have heard from us. It will pay you to write us. **CHICAGO PHOTO ENG. CO.**

THE EVENING JOURNAL, JERSEY CITY'S FAVORITE FAMILY PAPER. Circulation, - - - 15,500. Advertisers find IT PAYS!

WHEN making up your list for the season don't forget our **30,000 PROVEN; 15C. PER LINE.** Get a copy. **ONCE A MONTH, Detroit, Mich.**

JOB PRINTING First-class, and no other. **WATCHEs** Printers' Ink Press, N. Y.

Are the Best **PREMIUMS.**

Address the manufacturers direct. **THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.**

Dodd's Advertising Agency, Boston, or **World Bldg. N. Y. City.**
265 Washington Street.
Send for Estimate.
RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.

PNEUMATIC TUBES
FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO **METEOR DESPATCH CO.,** 25 E. 14th St., New York. 89 State St., Boston. The Times, Norristown, Pa., uses our system.

STUDY LAW AT HOME.

TAKE A COURSE IN THE Sprague Correspondence School of Law. (Incorporated.) Send ten cents (stamps) for particulars to

J. COTNER, JR., SECY DETROIT, MICH. Telephone Bldg.



IF YOU WISH TO ADVERTISE ANYTHING ANYWHERE AT ANY TIME

write to us, inclosing a copy of the advertisement to be used, stating the space you desire it to occupy in lines or inches, the names of the papers to be used—or, if you prefer, the territory to be covered and we will select the papers—how long the advertisement is to appear and the amount you wish to expend. Upon receipt of this information

WE WILL SEND YOU AN ESTIMATE

together with a proof of the advertisement attractively put in type.

The Geo. P. Rowell Adv. Co. NEWSPAPER AND MAGAZINE ADVERTISING, 10 SPRUCE ST., NEW YORK.

Our method **REDUCES** the cost of **STEREOTYPING**
to the **MINIMUM**.

TIME SAVED! LABOR SAVED! MONEY SAVED!

BY PUTTING IN ONE OF OUR

**"New Model" Rapid Rotary Web-Perfecting
Newspaper Presses.**

**CAMPBELL PRINTING PRESS AND MANUFACTURING CO.,
NEW YORK and CHICAGO.**

SCHLESINGER & MAYER, of Chicago,

who have a very important and rapidly growing dry goods business, will send out a unique Shopping List for Fall, numbering **75,000** copies. It will be different from the ordinary Catalogue as the Exposition Flyer is from a freight train. They will go into **75,000** homes of buying people, taking in the western part of New York and Pennsylvania, the entire Northwest, West and Southern States. It presents a field, and a very good one, for advertisers. Pages measure $7\frac{1}{2} \times 5$ ins. Price per page, \$100.00; $\frac{1}{2}$ page, \$50.00; $\frac{1}{4}$ page, \$25.00. Address, for any other particulars,

R. W. JENNINGS,
at Schlesinger & Mayer's, Chicago.

•Allen's Lists•

are recognized by advertising agents as the mediums par excellence for carrying the news to millions of the purchasing families of America, that the advertiser is in business and has something to sell that is needed by them, but cannot be purchased at their own door.

There are many advertisers also who have discovered this fact, and for years have taken advantage of it with profit.

FORMS CLOSE ON THE 18TH.

E. C. ALLEN & CO., Prop's, Augusta, Me.

CIRCULATION RATINGS

While making the annual revision of the American Newspaper Directory, every publisher of a periodical is afforded an opportunity to place on file at the Directory office, a signed statement of his actual issues for the preceding year.

If he prefers a report that is more easily prepared he is permitted to place on file a statement of what had been the smallest issue within the preceding year. Notice to the above effect is mailed to every publisher in October and to everyone that fails to respond, a duplicate notice is sent in the following January.

When a true report, such as is specified above, comes to hand, and is duly signed and dated, the circulation of the paper is rated in accordance with the statement, the circulation figures being printed in plain figures, preceded by the words in italics, "actual average issue for a year," or "smallest issue in a year," as the publisher may have indicated.

The correctness of circulation ratings, given in figures, is guaranteed by the publishers of the Directory by a reward of a hundred dollars, which is paid in each and every case, to the first person who proves that the Directory has been imposed upon by an untruthful report and thereby led to assign a rating which is not in accordance with facts.

To be correctly rated costs no publisher anything. All that he has to do is to set down the facts and date and sign the statement.


A reward of \$25 is at any time at the disposal of the publisher who proves that such a report as is indicated above was sent in, and was not accepted and used by the American Newspaper Directory.

NOW READY THE AMERICAN NEWSPAPER DIRECTORY for 1898. Twenty-fifth Annual Volume. (Seventeen hundred and seventy-five pages.) This work is the source of information on Statistics of Newspapers in the United States and Canada. Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government RELY UPON ITS STATEMENTS AS THE RECOGNIZED AUTHORITY. It gives a brief description of each place, etc., etc. It gives the names of newspapers and other periodicals, politics, religion, class or characteristics, days of issue, editor's and publisher's name, size of the paper, subscription price, date of establishment, and the circulation. It gives an alphabetically arranged list of all papers in each county; contains a separate catalogue of all papers rated in the body of the book with a circulation of over five thousand. It also contains many valuable tables and classifications. Price, **FIVE DOLLARS**. Address—

Publishers of AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., N. Y.



*Would you
like an
Advertisement
Printed
in Colors in
THE NEW
YORK
RECORDER?*



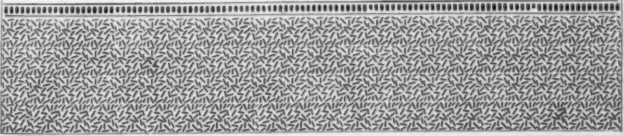
It is the only Daily Newspaper in the World that does this sort of thing, you know.

Doesn't it strike you that such an advertisement would attract attention?

And don't you think that such an advertisement would make an impression?

Only a limited amount of space is given each week to advertisements, and it is necessary to arrange well in advance.

Rates, etc., will be given on application.



Miscellanies.

JIM JONES, THE EDITOR.

Jim Jones, he was an editor, that is, he tried to be;

He bought himself a hand press an' he started in to see

Jes' what there was to editin', but when he'd canvassed round,

Some fifteen hundred editors in that same town he found.

They all knew more about it than Jones could hope to know;

They told him: "You must run her, Jones, jes' so an' so an' so!"

Be sure an' boom the Baptists, they're bound to help you out,

An' give the good old Methodists a big salvation shout!

"Give every man a notice; be sure an' put it down

Whenever Major Jinks is seen to perambulate the town;

Put in a few free locals for all the stores, an' give

Each man a free subscription, if you want your sheet to live!"

Well, Jones, he done jes' as they said, for fear they'd make a row;

But the more he tried to please 'em all, the more they told him how!

Until at last he took his book and laid it on the shelf;

Then run the paper in the ground an' follered it himself!—*Atlanta Constitution.*

Only A Dream.—Scribe: I had the finest dream the other night.

Spacer—What was it?

Scribe—I thought we were paid as much per column as the advertisers are charged.—*Puck.*

Didn't Care For It.—Music-dealer: Can't I sell you a copy of our latest "Songs Without Words"?

Stranger—No; I don't think much of the missing word craze.—*Judge.*

"Use Fish Liver Oil."—Pinxit: And what's D'Auber doing this season?

Stipple—Painting in the Catskills, I believe.

Pinxit—Humph! On the Catskills more likely.—*Puck.*

A father with eight marriageable daughters advertised as a last resource to get them off his hands. He received the following telegram:—"Am a bachelor and wealthy. Will gladly marry one of your daughters. Send a sample at once."—*Tit-Bits.*

No Free Ads.—World's Fair Director: What tune is that man playing?

Guard—"The harp that once through Tara's halls."

World's Fair Director—Tell him he'll have to stop. Tara hasn't got any of his harps on exhibit.—*Judge.*

Advertisement In Morning Paper.—Man wanted who speaks two or more languages.

Employer (to applicant who applies for situation)—How many languages do you speak, and what are they?

Applicant—Two, sir, English and American.—*Buffalo Review.*

Space To Let.—Indignant Subscriber: I am surprised that you should lend the columns of your paper to such a purpose!

Editor—I'm not lending; I'm selling them!—*Kate Field's Washington.*

Found At Last.—Fangle (reading): The editor of a Munich paper prints in ten copies of each edition an order for a cask of Bavarian beer.

Cumso—That must be the paper the reading of which makes a full man.—*Judge.*

"Centerline sent a story to a magazine the other day and got back a queer reply. They said the story 'lacked rapidity in movement.'"

"Well, where's the queerness of that?"

"You see, he sent the MS. one day and got it back the next, and he considered that pretty rapid movement."—*Kate Field's Washington.*

Found At Last.—Customer: What are those new collar buttons you advertise?

Clerk—You mean the "Ah there, stay there," button, sir. You see, should you drop one, the shock forces out and lights this small wax match, and—

Customer—Lem'me have a dozen cards.—*Clothier and Furnisher.*

It is pleasant to be informed from London that diamonds, which were a trifle scarce, are again in the flood tide of favor. Newspaper men who were largely stocked up with sparklers when fashion sent them to the rear, will now bring their supply down from the attic and wear a quart or two without exciting much criticism.—*St. Paul Pioneer Press.*

Not Paying Well.—Mrs. De Rich: The *Society Chitchat* is edited by a woman, isn't it?

Mr. De Rich—So I've heard. Mrs. De Rich—I guess she isn't making much money out of it. She says: "Lavish displays of diamonds are vulgar."—*Puck.*

In Boston.—The Newsboy (loudly but respectfully): Here is the latest issue of the *Athenian*! Full and authentic accounts of the latest occurrences throughout the world. The Westerner (feebly)—Are you a new-sie?

The Newsboy (cautiously)—I am a purveyor of diurnal intelligence.

The Westerner (faintly)—Will you take half a dollar and yell just once: "All 'bout the murderansuicide?" It'll make me feel sort of at home.

The Newsboy—By the dear shades of Emerson, no! Put up your gold and tempt me not.—*Pittsburgh Bulletin.*

Rival Editors.—A country newspaper thus "sums up" the editor of a rival journal: The editor of the *Blankton Smasher* seems to be much exercised over the tone of our paper. Did any of our readers ever see this man of the *Smasher*? Take a six-bushel sack, about as long one way as the other, fill it with bran, hit both ends heavily with a club, so as to swell it out largely in the centre. There you have him physically. Take a half-witted, well-fed Hottentot; inject into him the largest possible amount of conceit, extract from him three-fourths of his brains and all his moral principle, beat him over the head until he forgets what little he did know, and you have him intellectually.—*Tit-Bits.*

